



Testimony for H.B. 5521
Leigh Walton
Pitney Bowes Inc.
March 20, 2012

I'd like to thank Chairwoman Slossberg, Chairman Morin, and the other members of the committee for the opportunity to appear before you today.

My name is Leigh Walton and I'm here on behalf of Pitney Bowes, a company proudly born and still headquartered in Stamford Connecticut.

I'm appearing in support of House Bill 5521, which would expressly allow the use of electronic or digital methods of communication to fulfill statutory requirements for communication by either governmental entities or commercial entities.

What does that mean? Except for those communications expressly prohibited by the Federal Electronic Signatures Act, or E-SIGN, including utility cut-offs, wills, and other extremely important communications, anything that Connecticut statutes currently say must be sent in physical form or through the mail could now be sent digitally.

That's right. Pitney Bowes, the company you know as a mailing company, supports this bill. Why? For three main reasons

- **Our thousands of customers in Connecticut need as many communications channels as possible to connect with their customers or their constituents.** Citizens, especially those in the younger generations, are increasingly going digital:
 - People today are bombarded with messages from every direction
 - They're likely to ignore those that don't seem relevant or don't communicate with them in the way they prefer
 - If we don't evolve, it means lost opportunities for businesses and increased costs for government

- **The mail isn't going away, and Pitney Bowes still loves the mail, but we are on the cusp of offering a consumer based digital mailbox, know as Volly.** Think of it as an app on a smart phone or iPad which means that a "mailing" sent to you by the DMV, for instance, would be read by software. The software would either send the notice to be printed and mailed as normal through the Postal Service, or the notice would be tagged as for a person with a preference for digital mail. That "mail" would never be printed or addressed or stamped. It would go to your digital mailbox, which could also be the delivery point for your cable bill, your health insurance statement of benefits, and the catalogs you select. With one user name and one pass code instead of 40.
 - **You have a screen shot attached to my testimony which shows the interface for consumers.**
 - Our engineers, many of which are based in Connecticut, invented and patented this technology. Consumers must elect to use their digital mailbox, and they can continue to receive some things in hard copy and some things digitally.
 - Email systems, which are great, require citizens to give entities their email address. Do you still have the same email address you did five years ago? Is there a national change of email address system like the US Postal Service has for physical mail? Setting up email systems, for those and other reasons, is costly.
 - This technology flips a switch and relies upon strict proof of identity standards and a person's Postal address. There is limited set up.

- **A combination of digital and physical communications both saves businesses and government money, and gives consumers and constituents what they want.**
 - Take any consumer process or government process. Think about reducing the time between notification and payments and better customer service.
 - Last year, you considered a bill to allow tax collectors to send and receive notices and payments electronically. What if tax payments were received sooner? What if you could receive your driver's license renewal notice in a digital message?
 - House Bill 5521 assures us that the General Assembly wants businesses and government entities to have the opportunity to use the latest digital tools as they accomplish their duties.

Thank you for consideration of our views. I'm happy to take your questions.



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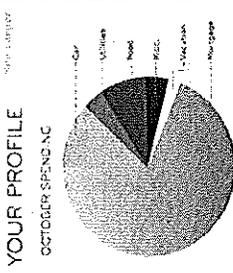


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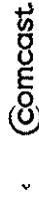
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